

1.1 INTRODUCTION

1.1.1 Roadside Advertising

Advertising along roads has a role to play both for business, as suppliers of goods and services, and for the public as consumers. However, it has been stated that "as the efficacy of any advertising sign and also any traffic control sign is going to be affected by the environment in which it is located, the efficacy of both will be improved if some action were to be taken over visual clutter" (Andreassen, 1989).

The advertising industry aims to serve the public by providing information; this aim, to the extent that it may direct motorists' attention from their driving task, could at times be at variance with the aim of providing efficient traffic operations and road safety. Legislative controls are thus provided to minimise any possible adverse effects on drivers while still permitting advertising to occur.

The aim of these guidelines is to:

- detail the statutory controls and the general and specific permission criteria for roadside Advertising Devices; and
- advise potential advertisers and other interested persons of arrangements for the erection of Advertising Devices on highways and main roads or in the vicinity of and visible from highways and main roads.

While this Guide does not suggest that any particular type of Advertising Device causes driver distraction, it does indicate that certain types of devices may have potential for driver distraction in specific locations and zones.

Nothing contained herein shall be construed to limit the authority Main Roads has to permit, or to decline to permit, the erection of or to direct the removal of, any Advertising Device on or within the boundaries of highways and main roads or visible from those highways and main roads. In particular, potential applicants should note the guidelines contained in this document represent the minimum requirements imposed by Main Roads.

Main Roads regional offices responsible for the implementation and enforcement of these guidelines may, at their discretion, impose additional site specific requirements. Local Governments may also have other specific requirements which proponents would need to observe.

1.3 STATUTORY CONTROLS

The Commissioner of Main Roads approval is required for all advertising devices on or in the vicinity of highways and main roads. The Commissioner's authority is founded in the Main Roads Act and the Main Roads (Control of Advertising) Regulations 1996. A copy of the relevant sections of the Main Roads Act (Sections 33B and 33C) and a copy of the Regulations are at [Appendix A](#).

Local Government's control over Advertising Devices derives from the Local Government Act 1995, the Town Planning and Development Act 1928 and various Local Laws. The Commissioner of Main Roads is not bound by any policies of a Local Government regarding advertising devices. However, the Commissioner will consult with the relevant Local Government and provide timely information regarding roadside advertising on highways and main roads.

While Local Government does not have statutory powers over highways and main roads, the Commissioner will not approve of any device unless the relevant Local Government has first given its approval.

The Commissioner also has responsibility for confusing or hazardous signs and lights under various other Western Australian State Acts and Regulations.

1. CHAPTER 4 of 11 - CATEGORIES OF ADVERTISING DEVICES

1.1 Categories

Four categories of advertising devices have been identified in recognition of different administrative arrangements, impact on safety, amenity and environment.

Categories 1, 2 and 3 apply to advertising devices which are located within the boundaries of highways and main roads while

Category 4 applies to all advertising devices which are located in the vicinity of highways and main roads. The characteristics of each category are as defined below:

1.1.1 Advertising Devices Within the Boundaries of Highways and Main Roads

Category 1

These are large freestanding advertising devices and advertising devices attached to overhead bridges. These devices are limited to Non-Rotating Static-Illuminated and Non-Rotating Non-Illuminated formats as follows:

(a) Large freestanding devices include:

- (i) Billboards - these devices shall generally conform with industry standard sizes of 4.5m², 18m², and 42m²; and
- (ii) Trivision signs - these devices shall generally conform with industry standard sizes of 18m² and 36m².

(b) Devices attached to overhead bridges. Overhead bridges include only those bridges which perform a transport function and are not provided for the sole purpose of sign display.

Category 2

These are advertising devices on bus passenger shelters and roadside seats and also Static-Illuminated street name signs. These are defined as follows:

(a) Bus passenger shelters and roadside seats are limited to Non-Rotating Static-Illuminated and Non-Rotating Non-Illuminated formats.

(b) Static-Illuminated street name signs are limited to pole-mounted Non-Rotating Static-Illuminated street name signs combined with Non-Rotating Static-Illuminated advertisements.

Category 3

These are small advertising devices less than 4.5 square metres and unless otherwise indicated in this Guide are Non-Rotating, Non-Illuminated and cannot contain variable messages or moving message displays.

Category 3 devices are intended for local business and local community advertising.

Corporate or product advertising is only allowed on the basis of sponsorship of locally-based businesses or locally-based suppliers of a product.

Category 3 devices are to be owned by the local business owner or local community organisation. They should not be owned and leased out by the advertising industry as a commercial rental-type arrangement.

1.1.2 Advertising Devices in the Vicinity of Highways and Main Roads

Category 4

These devices are those which are referred to in the Regulations as "in the vicinity of" and are defined as those advertising devices which are beyond the boundaries of, and visible from a declared highway or main road.

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Not replicated in detail – available from

https://www.mainroads.wa.gov.au/BuildingRoads/StandardsTechnical/RoadandTrafficEngineering/TrafficManagement/RoadsideAdvertising/Pages/General_Permission_Criteria.aspx